

Crystalbrook Collection Appoints Hayley Seymour as General Manager of Boutique Sydney Hotel Crystalbrook Albion

Sydney – 18 September, 2023 – Sustainably led independent hotel group Crystalbrook Collection has announced the appointment of Hayley Seymour as General Manager of boutique luxury hotel Crystalbrook Albion in Sydney’s Surry Hills.

In alignment with the Crystalbrook Collection ethos, Seymour has a passion for responsible luxury and travel. She brings over 10 years of industry experience to her new role, having held leadership positions at notable hotel and hospitality groups including IHG Hotels & Resorts and Rydges Hotels & Resorts. She joins Crystalbrook Albion from her most recent position as Assistant General Manager at Spicers Guesthouse in Pokolbin.

“Crystalbrook Albion sets itself apart through its charm, quirkiness, rich cultural representation of Surry Hills, and captivating storytelling. I'm incredibly proud to lead this hotel into an exciting future, and share the passion and goals of Crystalbrook Collection to create a more sustainable industry.” says Seymour.

Seymour will be driving efforts towards furthering key initiatives at Crystalbrook Albion - spearheading the hotel's sustainability certification through EarthCheck, building on local food, drink and other partnerships, and delivering hyper-tailored guest experiences - all while leading and mentoring a team of 22 hospitality professionals.

“Hayley's impressive track record showcases her commitment to providing exceptional guest experiences, making her a valuable addition to the Crystalbrook Collection team. She has been strategically selected to further drive Crystalbrook Albion’s sustainability initiatives and personalisation of guest experiences”, said Geoff York, CEO of Crystalbrook Collection.

Crystalbrook Albion is an award-winning boutique hotel housed in a former convent, blending heritage elements with contemporary art deco-and 1970s-inspired design. Complete with 35 guest rooms and suites, the hotel stands out for its distinctive guest-house atmosphere and pet-friendly approach to travel.

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About Crystalbrook

Crystalbrook is one of Australia’s leading sustainable and innovative independent hospitality companies. Each hotel in the portfolio carries an authentic expression of its location, a passion for responsible luxury, considered design and a twinkle of fun for a uniquely enriching experience.

Crystalbrook's portfolio includes:

- Crystalbrook Riley, Cairns, Queensland
- Crystalbrook Albion, Sydney, New South Wales
- Crystalbrook Byron, Byron Bay, New South Wales
- Crystalbrook Bailey, Cairns, Queensland
- Crystalbrook Flynn, Cairns, Queensland
- Crystalbrook Kingsley, Newcastle, New South Wales
- Crystalbrook Vincent, Brisbane, Queensland

The Group also owns and operates a collection of sixteen restaurants and bars, three spas, and Crystalbrook Superyacht Marina in Port Douglas.

Responsible Luxury

Responsible Luxury and sustainability is at the forefront of the way Crystalbrook thinks and operates.

At a glance:

- Operating a single use plastic free environment. No plastic straws, water bottles or single use bathroom amenity bottles (in the past two years the Group has saved over three million plastic bottles from entering landfill)
- Use of technology, such as in-room iPads and mobile check-in to create paperless environments and experiences
- Use of recycled and upcycled materials. Examples include key cards made from recycled wood, coat hangers made from recycled paper and toothbrushes made from sugar cane and corn starch.

Crystalbrook Collection and Ghassan Aboud Group

Crystalbrook Collection is part of Ghassan Aboud Group promoted by international entrepreneur and philanthropist Ghassan Aboud. The group is a multi-business conglomerate engaged in automobiles, real estate, hospitality, FMCG, food, retail, bespoke catering, media and logistics. In business for more than two decades, the group operates from its global headquarters in the United Arab Emirates with offices in Australia, Belgium, Jordan and Turkey.

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